

SENATE JOINT RESOLUTION 766

By Fowler

A RESOLUTION to recognize and congratulate Chattem,  
Incorporated upon its 125th Anniversary.

WHEREAS, it is fitting that this General Assembly specially recognize those businesses in Tennessee that have provided their services for many years, standing as a testament to the values of hard work and dedication held by their owners and operators; and

WHEREAS, Chattem, Inc. is one such business which is celebrating its 125th year of incorporation; and

WHEREAS, founded by Zeboim Cartter Patten in 1879 as Chattanooga Medicine Company, Chattem, Inc. has grown from a small local medicine company to an internationally recognized business; and

WHEREAS, commencing its legacy with only two well-known products, Black Draught and Wine of Cardui, innovative marketing approaches have led to great success for Chattem; and

WHEREAS, throughout its history, Chattem, Inc., has pioneered a large number of direct-marketing and advertising techniques; and

WHEREAS, creative approaches to marketing such as outdoor advertising began as an attempt to overcome the limitations in the fragmented transportation system of the era; the Company utilized many canvasses across the landscape of rural America as its representatives painted sales messages on store fronts and barnsides located near well-traveled crossroads; and

WHEREAS, the Company's first printed promotional marketing plan distributed millions of Cardui wall calendars and church fans; the most famous of all of its promotional pieces, *The Ladies Birthday Almanac*, was published as early as 1891 and generated a massive amount of correspondence between the Company and its customers; and



WHEREAS, the new print marketing plans led the Company to become the largest generator of mail in the entire Chattanooga area and the overwhelming volume of mail inspired the U.S. Postal Service to open a post office on the Company's premise; and

WHEREAS, Chattem, Inc. continues to rely on advertising and promotion to propel its success, and its three leading product lines, Selsun Blue, Gold Bond, and Icy Hot, have enjoyed significant growth since being acquired by Chattem; and

WHEREAS, historically, a large percentage of Chattem's current inventory of products has been acquired from other companies, but recently a stronger commitment has been made to the research and development of new products; and

WHEREAS, through the hard work and dedication of its employees, Chattem has established itself as a fierce competitor among companies that are much larger in terms of employees and revenue; and

WHEREAS, the endeavors of the employees and management of Chattem, Inc. have established Chattem as an ambassador for excellence for the Chattanooga community, as well as for our great State; and

WHEREAS, this General Assembly finds it appropriate to pause in its deliberations to acknowledge and applaud the staff of Chattem, Inc. for 125 years of demonstrated dedication to improving the quality of life for Tennesseans and for their contributions to the economic development of our State; now, therefore,

BE IT RESOLVED BY THE SENATE OF THE ONE HUNDRED THIRD GENERAL ASSEMBLY OF THE STATE OF TENNESSEE, THE HOUSE OF REPRESENTATIVES CONCURRING, that we recognize and congratulate the staff of Chattem, Incorporated upon its 125th Anniversary, and saluting their commitment to excellence, extend to them our wishes for every future success.

BE IT FURTHER RESOLVED, that an appropriate copy of this resolution be prepared for presentation with this final clause omitted from such copy.